RJReynolds

Tobacco Company

DM	T&D	REP
1224		
1225		7, 7, 8, 13
1226		2, 3, 4, 5, 6, 7,
1229		9, 13
1230		7, 7, 8, 9, 10, 11,
PTC	SAM	
ROM	PA	
RM	PC	(BM)
1240	1242	

M. J. McCARRICK
Chain AccountsManager
11901 Foresigate Drive
Dallas, TX 75243
214 / 644-2289
Fax : 214 / 644-8807

7, 8, 9, 10, 15, 12, 13, 14, 16

12, 13, 14, 15, 16.

24 January 1995

TO : ROU'S 1110, 1210, 1310, 1510, 1710, 2210, 2310, 2910, 5110, 5310, 5410, 5610, 5710, 5810, 6210, 6510, 6710, 6910

CC : A/V/P's & R/S/M's FOR ABOVE ROU'S

SUBJECT : ***SOUTHLAND (7-ELEVEN CIGARETTE DISPLAY AND MERCHANDISING AGREEMENT)***

Ladies and Gentlemen,

R. J. Reynolds has reached an agreement with Southland Corporate to display and merchandise cigarettes in all Corporate and Franchise Divisions of 7-Eleven.

Program Elements :

For each store to earn $250.00 per month, they must do the following

- Place the "Special 7-Eleven" two-tier R. J. Reynolds wrap-around display on the cash register closest to the food service area. Each side of the FPD will have advertising header cards and channel strips placed on each tier.

- If not already placed, install the 7-Eleven/R. J. Reynolds Clock in a prominent place with proper POS.

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Source: https://www.industrydocuments.ucsf.edu/docs/qxxn0000

To : **Affected ROU's**
Re : **Southland (7-Eleven) Cigarette Display and Merchandising Agreement**

- Stores with three price tiers must price *DORAL* brands at parity with Premium Buy or any other third tier (lowest price) brand. Only *DORAL* and the one other designated third-tier brand will be advertised on the OPM pricer.

Program Requirements :

- In addition to the R. J. Reynolds Program elements, only a Philip Morris full-price wrap-around display at the register nearest the front door and Philip Morris shopping baskets are to be displayed. Philip Morris will maintain only the "corner" of the OPM with P.O.S.

- No permanent or temporary savings displays are authorized.

SIS Designation :

Type	Plan	Rate
1BASE2	711	$250.00

Details of the Southland Cigarette Display and Cigarette Agreement will be forthcoming from your R. J. Reynolds Chain Account Manager responsible for your 7-Eleven Corporate or franchise division.

Sincerely,

Mike

Mike J. McCarrick

/cn
cc: Rick Young/W-S

51855 1154

Source: https://www.industrydocuments.ucsf.edu/docs/qxxn0000